

Notice of References Cited	Application/Control No. 09/540,011	Applicant(s)/Patent Under Reexamination KIGHT ET AL.	
	Examiner Yogesh C Garg	Art Unit 3625	Page 1 of 1

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NON-PATENT DOCUMENTS

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	U	Blattberg, Robert C.; Deighton, John, "Interactive Marketing: Exploiting the Age of Addressability", Sloan Management Review, vol.13, no.1, Fall 1991, p5-14
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.